

## Tip Top Projects TIIP Grants Awarded

The Daly Mansion in Hamilton, the Miracle of America Museum in Polson, the World Mining Museum in Butte, Friends of Makoshika in Glendive and the Wahkpa Chu'gn Archeological Site in Havre have been awarded a total of \$150,000 from Travel Montana's Tourism Infrastructure Improvements Program (TIIP) "bed tax" grant funds. The grants will help these projects complete tourism-related facility improvements.

Governor Marc Racicot approved the five tourism-related projects following recommendations from the Montana Commerce Department and the state's Tourism Advisory Council. Thirty-six applications totaling \$2.1 million in funding requests applied for the \$150,000 TIIP monies.

Here is a summary of the five 2000/01 TIIP projects and "bed tax" funding.

**\$50,000** Daly Mansion Preservation Trust: Daly Mansion Restoration Project in Hamilton, for restoration and repairs to the historical Daly Mansion.

**\$30,000** Miracle of America Museum, Inc.: Miracle of America Museum in Polson, to help finance the replacement of roof coverings on various buildings, install gutters, complete ceiling insulation and install a new heating system in the main museum building.

**\$30,000** World Museum of Mining: The Orphan Girl Underground Exhibit in Butte: to help construct an indoor exhibit that will simulate the working conditions of an underground mine typical of those in Butte.

**\$20,000** Friends of Makoshika: Makoshika Group Picnic Shelter in Glendive, to build a 30 x 64 all-weather, group-use shelter at Makoshika State Park's group use/camping area.

**\$20,000** Hill County's H. Earl Clack Museum: Wahkpa Chu'gn Archeological Site in Havre for improvements to assist in the expansion and improvement of the prehistoric Indian buffalo jump and campsite's exhibits, accessibility and amenities and to help plan and construct a wooden stairway system down a steep hillside area of the site.

Since the program began in 1995, TIIP grants have provided over \$1.3 million in tourism "bed tax" funds to 28 projects in 22 Montana communities.

## Winter is Heavenly in Montana

"Sure it's a little out of the way, but so is Heaven" reads the caption of this year's new winter advertisement. The unique, eye-catching collage-style creative will be seen in several new publications this season. Due to their strong warm-season performances,

Travel Montana is placing the 2/3-page ad in *Travel & Leisure*, *Budget Travel*, *Time* and *Midwest Vacation Guide*, all of which feature ski editorial and/or ski sections. These placements are in addition to our perennial winter performers, *Ski*, *Skiing*, *SnoWorld*, *Outside* and *National Geographic Adventure*. For a second year in a row, the regional November issues of *Ski* and *Skiing* magazines are featuring a special four-page section on skiing in Montana. This section includes photos and editorial highlighting the Montana ski areas that are participating

in the co-op, along with a list of all the Montana ski areas with their contact information.

New this year is an in-state radio campaign that promotes skiing at all of Montana's ski areas. Advertising will run in each of the major cities in Montana, and the copy encourages listeners to visit [skimt.com](http://skimt.com) to view special discount coupons from Montana's ski areas offering everything from reduced lift ticket prices to special ski/lodging packages. As in years past, the winter campaign also has television, internet and direct mail components to round out the mix.

We are entering into the third year of our successful tri-state snowmobile partnership with Idaho and Wyoming. The campaign includes a new print creative with 1/6-page insertions in numerous publications targeting snowmobile enthusiasts and winter recreationists, along with banner advertising on the internet. Highlighted in all advertising is the opportunity to win a snowmobile by visiting the tri-state website, [www.sledtherockies.org](http://www.sledtherockies.org).



## Did You Know

- Big Sky Ski Resort opened its ski season October 16, the first resort in the Rocky Mountains to open for business.
- *Ski Magazine* ranked Big Mountain Ski & Summer Resort as the 18th best resort in its "Top 60 Resort Guide"
- Delores Tanglen is the new Executive Director of Custer Country.
- The Institute for Tourism and Recreation Research (ITRR) recently published a report, "Employment and Wages: The Travel Industry in Montana." If you are interested in this report or other ITRR research data visit their website at [www.forestry.umt.edu/itrr](http://www.forestry.umt.edu/itrr)

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## Picture Perfect

All eyes were on the Flathead Valley and Glacier National Park from September 20 through October 2. Sixty amateur photographers from around the country participated in *Popular Photography* magazine's Mentor Series photo workshop. Three groups led by professional photographers, Rick Sammon, Darrell Gulin and Joe Farace, and Montana photographers John Reddy, Mike Sample and Chuck Haney, were taught the fine art of photography in this lovely corner of the state. The subjects that were photographed included Glacier National Park, wranglers at Flathead Lake Lodge, Native American dancers and drummers from the Flathead Indian Reservation and animals from Wild Eyes Photo Adventures.

Travel Montana and Glacier Country were major sponsors of the program. The project received additional support from Marina Cay Resort, Flathead CVB, Bigfork Chamber, Kalispell Chamber and Whitefish Chamber.

## Lights, Camera, Action Film Office

Great Falls is the location for an independent film that will be shooting for about one month starting in mid-November. The film is entitled *The Slaughter Rule* and is in the early stages of preproduction. A production office has been set up and interested crew members may fax resumes to (406) 452-8466. The production company is accepting applications by fax only.

## Other Film Office Productions for August and September 2000

### Commercials

Bimbo Mexican Bread—Manhattan area  
Bryant Heating and Air Conditioning—Bozeman area  
Lexus—Red Lodge/Beartooth Highway  
Mitsubishi—Red Lodge/Beartooth Highway  
Political ads—Helena  
Sprint—Big Timber/Melville area

### Documentaries

IMAX footage Lewis & Clark—C.M. Russell  
Wildlife Refuge

### Television

Disney American Teacher Awards  
(Disney Channel)—Helena  
Homes of Heritage—Butte  
MSNBC Investigates: Wildfires—Bitterroot Valley  
Parole Board (A&E)—various Montana communities  
Valley of the T-Rex (Disney Channel)—Jordan area

## Meet Me in Montana

• The Travel Montana Call Center has handled more than 1 million tourism inquiries for the state of Montana. Many of these interested visitors provide the Call Center agents with their diverse travel interests and preferences. The targeted responses generated by national magazines are also collected for a Travel Montana consumer database. The cost of individual ads in these publications may be too expensive for many Montana tourism businesses, but access to these qualified Travel Montana leads doesn't have to be! The Call Center can provide any amount of these valuable sales leads to your Montana tourism business. Leads are just 10 cents each and are available on printed labels or in electronic formats. Those interested can contact Jim McGowan, Tourism Services

Manager, at 800-847-4868 ext 300 for more information.

• Group Travel Specialist Marlee Iverson recently attended two meeting planners' conferences, Affordable Meetings in Baltimore and Incentive Travel & Meeting Executives in Chicago. Marlee reports that the gatherings went well and she had the opportunity to talk with a number of meeting planners who are involved with the incentive travel markets, business markets and the corporate retreat markets. If you are interested in the leads from these meetings you can find them on Travel Montana's intranet site at [www.travel-montana.state.mt.us](http://www.travel-montana.state.mt.us) in the programs section under meetings and conventions or you can call Marlee at (406) 444-4107 or e-mail [marlee@visitmt.com](mailto:marlee@visitmt.com).

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## Calendar of Events

### November

- 10-15 National Tour Association  
Convention, Salt Lake City  
16 The Future of the Past Meeting,  
Helena  
16-18 Showcase USA, Chernobio, Italy  
29 Regions and CVBs Meeting,  
Helena

### December

- 5 MTRI Working Group Meeting,  
FWP, Helena

*For all of the latest Montana tourism industry  
information log on to Travel Montana's Intranet site:  
[travelmontana.state.mt.us](http://travelmontana.state.mt.us).*



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